

(19)



Europäisches Patentamt
European Patent Office
Office européen des brevets



(11)

EP 0 784 405 A3

(12)

EUROPEAN PATENT APPLICATION

(88) Date of publication A3:
04.03.1998 Bulletin 1998/10

(51) Int Cl. 6: H04N 7/16

(43) Date of publication A2:
16.07.1997 Bulletin 1997/29

(21) Application number: 97300047.4

(22) Date of filing: 07.01.1997

(84) Designated Contracting States:
DE FR GB

- Yoshimoto, Muratsubaki
Shinagawa-ku, Tokyo (JP)
- Kazuhiko, Akaike
Shinagawa-ku, Tokyo (JP)
- Mika, Ito
Shinagawa-ku, Tokyo (JP)

(30) Priority: 10.01.1996 JP 1913/96

(74) Representative: Pratt, Richard Wilson et al
D. Young & Co,
21 New Fetter Lane
London EC4A 1DA (GB)

(71) Applicant: SONY CORPORATION
Tokyo (JP)

(72) Inventors:

- Naoki, Kigawa
Shinagawa-ku, Tokyo (JP)
- Masayuki, Miyagawa
Shinagawa-ku, Tokyo (JP)

(54) Transmission and/or reception of signals

(57) A signal is transmitted which includes personalized information including data representing information about specific programs targeted for a specific viewer.

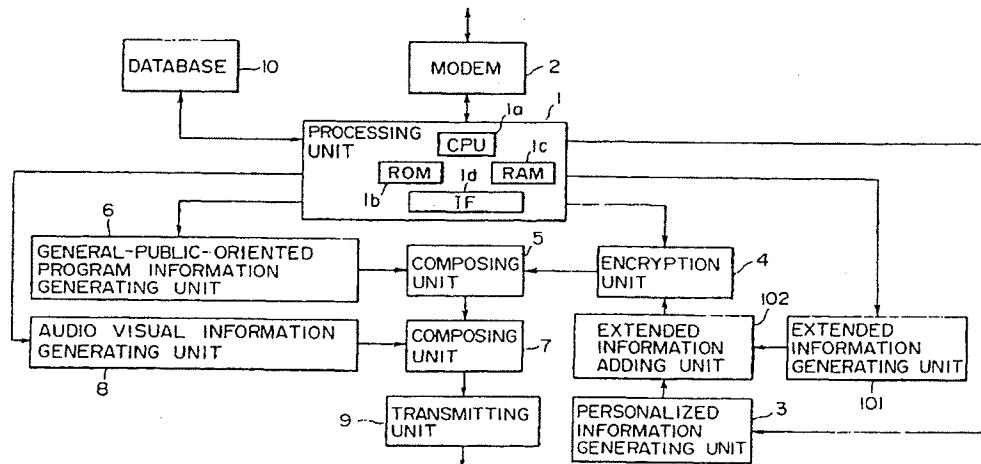
A reception apparatus comprises:
an extraction unit (22, 23, 28) for extracting the data representing the information about the specific programs from the broadcast signal received; and a display

unit (26) for displaying the information about the specific programs on the basis of the data representing the information about the specific programs.

A transmission apparatus comprises:

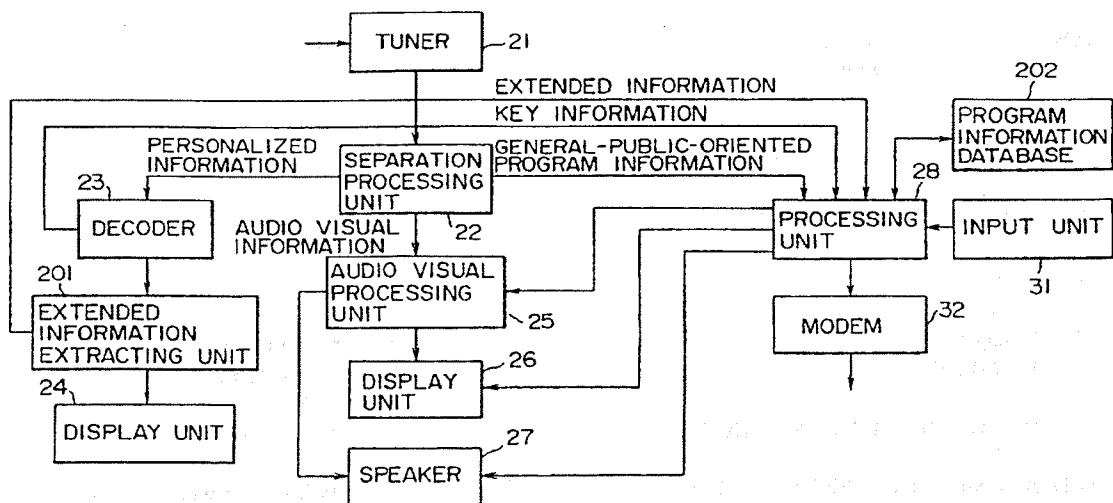
means (10, 1, 2, 3) for generating the personalised information including the program data; and
means (7, 8, 9) for combining the personalised information with a broadcast program signal.

FIG. 1



EP 0 784 405 A3

FIG. 2





European Patent
Office

EUROPEAN SEARCH REPORT

Application Number

EP 97 30 0047

DOCUMENTS CONSIDERED TO BE RELEVANT

Category	Citation of document with indication, where appropriate, of relevant passages	Relevant to claim	CLASSIFICATION OF THE APPLICATION (Int.Cl.6)		
Y	US 5 473 609 A (CHANAY JOHN W)	1,8,10, 12,14,16	H04N7/16		
A	* the whole document *	2-7,9, 11,13, 15,17			
Y	WO 94 29811 A (SCIENTIFIC ATLANTA)	1,8,10, 12,14,16			
A	* the whole document *	2-7,9, 11,13, 15,17			
A	WO 94 14280 A (DISCOVERY COMMUNICAT INC) * the whole document *	1-17			
A	BESTLER C: "FLEXIBLE DATA STRUCTURES AND INTERFACE RITUALS FOR RAPID DEVELOPMENT OF OSD APPLICATIONS" PROCEEDINGS FROM ELEVEN TECHNICAL SESSIONS OF THE ANNUAL CONVENTION AND EXPOSITION OF THE NATIONAL CABLE TELEVISION ASSOCIATION, SAN FRANCISCO, JUNE 6 - 9, 1993, no. CONVENTION 42, 6 June 1993, RUTKOWSKI K, pages 223-236, XP000410503 * the whole document *	1-17			

			TECHNICAL FIELDS SEARCHED (Int.Cl.6)		
			H04N G06F H04J		
The present search report has been drawn up for all claims					
Place of search	Date of completion of the search	Examiner			
BERLIN	17 December 1997	Greve, M			
CATEGORY OF CITED DOCUMENTS					
X : particularly relevant if taken alone Y : particularly relevant if combined with another document of the same category A : technological background O : non-written disclosure P : intermediate document					
T : theory or principle underlying the invention E : earlier patent document, but published on, or after the filing date D : document cited in the application L : document cited for other reasons & : member of the same patent family, corresponding document					